

SAN PEDRO PROPERTY OWNERS ALLIANCE BOARD OF DIRECTORS MONTHLY MEETING

9:00 AM Open Session

Wednesday, May 4, 2016
Meeting Location: San Pedro City Hall
638 S. Beacon Street, Room #452
San Pedro, CA 90731

Minutes



1. CALL TO ORDER AND WELCOME PROPERTY OWNERS

9:00 AM

President Eisenberg called the meeting to order at 9:05 am.

2. BOARD OF DIRECTORS –

Eric Eisenberg, The Renaissance Group, President	Present
Alan Johnson, Jerico Development, Vice President	Excused
Ben Bennett Schirmer, Harbor Community Benefit Foundation, Treasurer	Present
Augie Bezmalinovich, POLA	Present
Anthony Bilas, Property Owner	Absent
James Brown, San Pedro Brewing Company	Present
Roger Cosgrove, Port of Los Angeles High School	Present
Vincent DiMeglio, Property Owner	Present
Warren Gunter, Property Owner	Excused
Warren Hsiao, Parkhurst Galleries	Excused
Robert Iannessa, Topaz	Present
Greg Morena, Property Owner	Absent
Dan Salas, Sport Fishing & Landing	Present
Jonathan Williams, USS Iowa	Present
Morris Warschaw, Property Owner	Excused
Randy Weston, Wellington Signs, Property Owner	Absent

3. APPROVAL OF MINUTES

Schirmer motioned to approve the April 6, 2016 minutes and Williams seconded. The motion was unanimously approved.

4. PUBLIC COMMENTS –

Linda Alexander re-introduced herself as the San Pedro Film representative. James Brown commented that weekend filming was an issue. Eisenberg requested that Parker add this to next month's agenda. Bob Iannessa added that he had he did a lot of filming in his building. Elise Swanson informed the group that she was partnering with Wayne Ratkovich and ULI to create a technical advisory committee. She informed the board that the cost would be

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\$15,000 and that she had already gone to the City and others to request financial support. Dave Behar provided a draft of the upcoming Downtown San Pedro Summit. He informed the board that the event would take place on 5/25/16. Hania, the owner of Behind the Scenes, expressed concern over the upcoming Dia de los Muertos event landing on October 30, 2016 and that it was her busiest day of the year. She added that parking would be an issue. Bruce Ecker expressed his opposition to Hot Import Nights event. He elaborated that it celebrates autos built for street racing. Liz Johnson expressed concern that the public lot 683, which is the closest lot to the Warner Grand Theatre, was a major source of criminal activity. She added that she had installed security cameras. She also stated that she believed that the high green fence belonging to Numero Uno may be too high and requested that the PBID write a letter of support.

6. COMMITTEE REPORTS

- 6.1 Parker announced that the next **Marketing Committee Meeting** would be on 5/17/16
- 6.2 **Security Report** – Donte provided a security report. He emphasized that most calls related to complaints about Harbor View patients. The board asked Parker to look into whether they had a curfew. Rebecca Kim from Supervisor Knabe's office said that she has resources to review and walk through the facility.

7. NEW BUSINESS

Action Items

- 7.1 **Financial Report** - Parker presented the financial reports for March 2016. She indicated that she was still working to streamline the reports. She also informed the board of directors that she needed to submit the annual assessment tax rolls to the City of Los Angeles and that the board needed to pass a motion if they wanted to increase the 2017 assessment by 3%.

After some discussion, DiMeglio motioned and Salas seconded that the financial reports be approved as well as a 3% increase for the 2017 assessment. The motion was unanimously approved.

- 7.2 **Status of the old courthouse building update** - Rebekah Kim addressed the board and visitors regarding the status of the old courthouse building. She stated that the original appraisal was \$3.5M four years ago, but was reassessed to \$5M. She confirmed that the County was able to obtain the additional funds needed and that the sale of the property would be complete by July.

There was much discussion and concern from the board and visitors as to what the County's plans were for developing the property. Ms. Kim was not able to provide the group with any details as to the Supervisor's plans for the property. Parker asked for collaboration on the project and offered to bring the community together.

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- 7.3 **Proposed motion to approved marketing objectives and vision** - Parker presented the final draft of the SPPOA marketing objectives, mission and vision. After a brief discussion, the Cosgrove motioned and DiMeglio seconded that the mission and vision be approved. The motion was unanimously approved.
 - 7.4 **Proposed motion to approved tourism training program** - Parker informed the board that the LA Tourism Waterfront Committee was going to move forward with tourism ambassador training program called Visitor Journey A2D, which is much less expensive than the originally suggested Certified Tourism Ambassador training program. She emphasized that the initial cost of the program would be about \$8,000 and that they would be looking to many organizations to fund it. Parker requested a contribution of \$750. Schirmer motioned and Iannessa seconded to approve \$750 contribution towards the program. The motion was unanimously approved.
 - 7.5 **Discussion and possible motion regarding Hot Import Nights** - Eisenberg presented the question about whether or not to support the Hot Import Nights event in downtown San Pedro. Members of the public present spoke out opposing the event. A local resident brought photos of the event last year and were passed along to the board members. Eisenberg invited all board members to comment on the event. All board members expressed opposition to supporting the event. Eisenberg motioned and Schirmer seconded that the SPPOA NOT endorse or support the event as it is not appropriate for downtown San Pedro. Furthermore, the board also directed Parker to ask the City not to support it. The motion was unanimously approved.
 - 7.6 **Motion to hire Duval Productions for 2016 Dia de los Muertos event** - Parker presented the proposal from Duval Productions to assist in producing/organizing the 2016 Dia de los Muertos event. She informed the board that the contract amount was the same as last year. Williams motioned and Cosgrove seconded that the contract be approved. The motion was unanimously approved.
 - 7.7 **Discussion regarding Clean San Pedro contract** - Parker informed the board that Clean San Pedro was increasing their rates. A few members of the public commented that they like Clean San Pedro. Cosgrove commented that sometimes the lowest price was not worth the change. Eisenberg suggested talking to Clean San Pedro to see if they could not increase their cost by \$4.00 in the hope that a compromise could be reached. The item was tabled.
8. Executive Director's Report
- 8.1 **Update on Summer Trolley Program** – Parker informed the board that the Summer Trolley Program was on track to start on Saturday, May 7, 2016 and run through September 6, 2016. She reported that the route had been selected, the trolley map had been published, trolley stops would be completed before the end of the weekend and that they would be operational by the weekend.
 - 8.2 **Update on Lilyan Fierman Project** – Parker reported that the project was under construction and that it would be complete by the end of the month.

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- 8.3 **Update on construction of permanent stage on 6th & Mesa** – Parker provided an update to the project. She informed the board that she had been working with the City to get their approval. She stated that she had provided them with plans and had the contractor meet with the engineer. She was still waiting for their response.
 - 8.4 **Update on new Visitor's Survey and Map** – Parker announced that the new retail/visitor map v. 1.0 was complete and that they would be distributed by the weekend in select locations.
 - 8.5 **Special Meeting on BID Renewal** – Parker called for the board to meet regarding the BID renewal. She informed the board that a special meeting would be called to discuss boundaries, programs, term etc.
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- 9. Parker informed the board that the next board meeting would be on June 1, 2016.
 - 10. The meeting adjourned at 10:35 am.